



UNIVERSITY OF TORONTO

UNIVERSITY EXTENSION

evening classes

1952-1953

course in

FOREIGN TRADE

*A Course of sixteen lectures arranged in co-operation with
the Institute of Business Administration,*

UNIVERSITY OF TORONTO

and sponsored by

THE CANADIAN EXPORTERS' ASSOCIATION

commencing

THURSDAY EVENING, OCTOBER 16TH, 1952

Room 252, Mechanical Building,

KING'S COLLEGE ROAD

LIFELONG LEARNING

FOREIGN TRADE

SIXTEEN LECTURES

THURSDAY EVENINGS

This Course has been arranged in co-operation with the Institute of Business Administration and is sponsored by the Canadian Exporters' Association.

As in the Course given in the session of 1951-52, the lecturers will be experts in their particular field, chosen from Universities and firms engaged in the field of Foreign Trade.

The Course is divided into two parts:

PART I—The fall series will be concerned with an analysis of Foreign Trade opportunities in Pan America and Europe.

PART II—The winter series will be concerned with Foreign Trade opportunities in the Middle East, Africa, the Far East and Australasia.

COURSE DIRECTOR: **Ivan E. Lenard**, Export Sales Manager, Canadian Breweries, Limited, Toronto.

ASSISTANT COURSE DIRECTOR: **H. S. Griffin**, Vice-President, Canadian Exporters' Association.

PLACE: Room 252, Mechanical Building

TIME: Thursdays, 8 p.m., commencing October 16th.

FEE: \$20.00 for complete Course,
Part I—7 lectures—\$10.00
Part II—9 lectures—\$15.00
Single lecture—\$2.00

*Applications
may be obtained from*

THE DIRECTOR,
University Extension,
Simcoe Hall.

Phone Midway 6611
Locals 18, 21, 22, 23

1952 PART ONE

October 16th

GENERAL MARKET ANALYSIS—PAN AMERICA

LECTURER: **Miron Burgin, Ph.D.**, Lecturer on Latin American Affairs, School of Advanced International Studies, Chief Division of Research for American Republics, Department of State, Washington, D.C.

October 23rd

MEXICO AND CENTRAL AMERICA

LECTURER: **P. Alfred Savard**, Department of Trade and Commerce, Ottawa.

October 30th

SOUTH AMERICA

LECTURER: **E. Abaroa**, General Manager for Latin America, Massey Harris Company Limited, Toronto.

November 6th

CARIBBEAN AREA

LECTURER: **Ivan E. Lenard**, Export Sales Manager, Canadian Breweries, Limited.

November 13th

GENERAL MARKET ANALYSIS—EUROPE

LECTURER: **Professor C. A. Ashley, F.C.A.**, Professor of Commerce, Department of Political Economy, University of Toronto.

November 20th

NORTHERN EUROPE

LECTURER: **Quintin J. Gwyn**, Assistant Director of Exports, House of Seagram, Montreal.

November 27th

CENTRAL AND SOUTHERN EUROPE

LECTURER: **K. Nyenhuis**, Department of Trade and Commerce, Ottawa.

1953 PART TWO

January 8th

GENERAL MARKET SURVEY—AUSTRALASIA

LECTURER: **A. Brady, Ph.D., F.R.S.C.**, Professor,
Department of Political Economy, Uni-
versity of Toronto.

January 15th

AUSTRALIA, NEW ZEALAND

LECTURER: **C. K. Highmoor**, Supervisor, Foreign
Department, Canadian Bank of Com-
merce, Toronto.

January 22nd

PACIFIC AREA

LECTURER: To be announced.

January 29th

GENERAL MARKET ANALYSIS—FAR EAST

LECTURER: **Paul M. A. Linebarger, Ph.D.**, Professor
of Asiatic Politics, School of Advanced
International Studies, Washington, D.C.

February 5th

INDIA, BURMA, CEYLON, MALAYA,
INDONESIA

LECTURER: **George H. Bates**, Vice-President, Foreign
Operations, Ford Motor Company
Limited, Windsor.

February 12th

JAPAN, CHINA

LECTURER: **Herbert Norman**, Department of Ex-
ternal Affairs, Ottawa.

February 19th

GENERAL MARKET ANALYSIS—MIDDLE EAST
AND AFRICA

LECTURER: **Norman Burns**, Lecturer on Middle East
Economic Affairs, School of Advanced
International Studies, Director of Foreign
Service, Institute, Department of State,
Washington, D.C.

February 26th

AFRICA

LECTURER: **R. B. Spiro**, Export Manager, Coleman
Lamp and Stove Company, Toronto.

March 5th

MIDDLE EAST

LECTURER: **Philip C. Kidd**, Arabian American Oil
Company, N.Y. Supervisory Training
Committee, Middle East Institute, Wash-
ington, D.C.